

# LACDMH Logo Guidelines

These guidelines provide direction for how to use the Los Angeles County Department of Mental Health (LACDMH) logo. The logo is a key element of our identity. Using the logo consistently will ensure its strength and long-term recognition.

## FULL COLOR LOGO

The preferred use of the LACDMH logo with the County seal.



Suggested logo use if in a visual environment with multiple County seals.



## ONE COLOR LOGO

Suggested logo use if one color is needed.



## REVERSING OUR LOGO

Simply reverse to solid white out of solid color backgrounds only.



## OUR COLORS

Color is also a key component of the logo system.



## UNACCEPTABLE LOGO USAGE

Never separate or scale the tagline from the rest of the logo. As designed, it is part of the logo.



Never relocate the County seal from the rest of the logo.

